



Global “*Democracy is...*” Twitter Contest Q&A’s

Overview

The global “*Democracy is...*” Twitter Contest expands the international conversation on democracy initiated by the Democracy Video Challenge partnership. Both contests are designed to engage with and listen to the views of young people around the world by using new media to break down cultural and geographic borders and involve younger audiences in a transparent and candid discussion about an issue of global importance. The Democracy Video Challenge maintains a vibrant online community of over 30,000 friends, fans¹ and followers².

1. Briefly describe the Contest:

The global “*Democracy is...*” Twitter Contest provides a worldwide platform in which people can discuss the meaning of democracy and exchange ideas from diverse perspectives. Twitter followers are invited to tweet a personal definition of what “*Democracy is...*” and encourage their tweet to be re-tweeted among their follower network. The Contest expands the international conversation on democracy, initiated by the Democracy Video Challenge.

2. How does the contest advance the Administration’s goals?

In June 2009, during his trip to Egypt, President Obama underscored the role of the Internet and new communication tools for international engagement and diplomacy. The “*Democracy Is...*” Twitter Contest and the Democracy Video Challenge exemplify the Administration’s commitment to engage with and listen to the views of young people around the world.

¹ <http://www.facebook.com/democracychallenge>

² <http://twitter.com/demvidchallenge>

3. When does the Contest begin and end?

The Contest commences at 5:30 p.m. Eastern Standard Time (EST) on January 7, 2010 and closes at 11:59 p.m. EST on January 21, 2010.

Others will be launched throughout the year.

4. How does someone enter the Contest?

- Become a follower of @demvidchallenge² on Twitter
- Tweet what you think "*Democracy is...*" (140 characters or less) using the *democracy is...* hash symbol: #*democracyis*

5. How is the winner selected?

- At the end of each Contest period the post with the most unique re-tweets wins. Only one re-tweet per user will be counted in the official tally.

In the event multiple contestants have the same highest number of re-tweets, the sponsor reserves the right to determine the prize winner using a random draw among the contestants with the highest number of re-tweets.

6. What is the prize and when will the winner be announced?

- One winner will receive a Flip Video HD Camcorder. The name of the winner of the first Contest will be announced on the Democracy Video Challenge Facebook fan page² January 25, 2009.

7. Who can enter the Contest?

- The Contest is open to all persons who are registered users of Twitter and who follow @demvidchallenge².
- The person named as the registered owner of the Twitter account associated with the tweet will be considered the contestant and will be the only person eligible to compete for the prize.

8. Who cannot enter the Contest?

Employees, directors and officers of the Contest and Platform Sponsors, the U.S. government, contractors of the U.S. government; distribution, web design, advertising, fulfillment, judging and Contest agencies involved in the administration, development, fulfillment and execution of this Contest (collectively, "Contest Parties"), and the immediate family members (spouse, parent, child, sibling and spouse or "step" of each) and those living in the same households of each such individual.)

9. Are there any restrictions on submissions?

Tweets must not contain obscenity, explicit sexual material, profanity, calls to violence or commercial solicitation. Submissions must adhere to the norms of civil discourse. The guidelines are included in the Contest rules available www.videochallenge.america.gov.

10. Who are the Democracy Video Challenge and Twitter Contest Sponsors?

- The Democracy Video Challenge is made possible by a broad public-private partnership from the film/entertainment industry, youth and democracy organizations, academia and the U.S. Department of State.
 - *Democracy*: Center for International Private Enterprise, the International Republican Institute and the National Democratic Institute,
 - *Youth*: the International Youth Foundation, TakingITGlobal
 - *Film/Entertainment*: the Motion Picture Association of America, NBC Universal, the Recording Industry Association of America and YouTube.
 - *Academia*: New York University's Tisch School of the Arts, USC's Annenberg School of Communication & Journalism.

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Clearances:

IIP/G – Jonathan Margolis - ok

IIP/MC – David Shelby -ok

IIP/FO – Lori Brutton - ok

IIP/FO – Laura Hesselton – ok

PA – Andy Laine - ok